This listing of claims replaces all prior versions, and listings, of claims in this application.

Listing of Claims:

1. (Cancelled).

2. (Cancelled).

3. (Previously Amended) The system of claim 15, wherein each advertiser entry of at least the subset of the plurality of advertiser entries includes additional advertiser data.

4. (Cancelled).

5. (Cancelled).

6. (Cancelled).

7. (Cancelled).

8. (Cancelled).

9. (Cancelled).

10. (Previously Amended) The system of claim 15, further comprising a voice extensible markup language server coupled to the server.

11. (Previously Amended) The system of claim 15, wherein the server includes voice extensible markup language server instructions.

12. (Previously Amended) The system of claim 15, wherein the server is configured to communicate with a user computer, the user computer including web graphical user interface instructions and user measured location information.

13. (Previously Amended) The system of claim 15, wherein the server is configured to communicate with a wireless communication device, the wireless communications device including microbrowser instructions.

14. (Previously Amended) The system of claim 15, further comprising:

an advanced intelligent network ("AIN") service control point ("SCP") coupled to the server, the AIN SCP coupled to a measured location information database, the AIN SCP configured to receive a phone number location query including a phone number and to send a location response including measured location information associated with the phone number.

15. (Currently Amended) A system for providing location-based yellow pages information, the system comprising:

a server including

a processor,

a network port coupled to the processor, and

a memory coupled to the processor, the memory storing a plurality of instructions configured to be executed by the processor, the plurality of instructions including location-based yellow pages database access instructions; and

a yellow pages database coupled to the ~~first~~ server, the yellow pages database including a plurality of advertiser entries, each advertiser entry of at least a first subset of the plurality of advertiser entries including advertiser measured location information, each advertiser entry of at least a second subset of the plurality of advertiser entries lacking advertiser measured location information,

wherein the processor is configured to:

receive user measured location information that is determined using information obtained from a telecommunication system without user intervention,

select ~~selecting~~ one or more advertiser entries from ~~of~~ at least one of the first subset and the second subset of the plurality of advertiser entries ~~from the yellow pages database~~ based at least in part on a ~~the~~ user advertiser category identifier,

organize ~~organizing~~ a listing of the selected one or more advertiser entries based at least in part on the user measured location information and the advertiser measured location information of the selected one or more advertiser entries, and

present ~~presenting~~ the selected one or more advertiser entries based at least in part on the user measured location information and the advertiser measured location information of the selected one or more advertiser entries.

16. (Cancelled).

17. (Cancelled).

18. (Original) The system of claim 15, wherein the advertiser measured location information is based at least in part on latitude and longitude information.

19. (Original) The system of claim 15, wherein the advertiser measured location information is based at least in part on two-dimensional location information.

20. (Original) The system of claim 15, wherein the advertiser measured location information is based at least in part on three-dimensional location information.

21. (Original) The system of claim 15, wherein the server is configured to receive a user phone number and send a location query including the user phone number.

22. (Original) The system of claim 21, wherein the server sends the location query to a wireless network.

23. (Original) The system of claim 21, wherein the server sends the location query to an advanced intelligent network service control point.

24. (Original) The system of claim 15, wherein:

each advertiser entry of the first subset and second subset of the plurality of advertiser entries includes an advertiser category identifier field to store one or more advertiser category identifiers; and

the server is configured to receive user measured location information and a user advertiser category identifier.

25. (Original) The system of claim 24, wherein:

the server identifies one or more advertiser entries of the first subset of the plurality of advertiser entries based at least in part on the user advertiser category identifier;

the server presents the identified one or more advertiser entries of the first subset of the plurality of advertiser entries based at least in part on

the user measured location information, and

the advertiser measured location information of the identified one or more advertiser entries of the first subset of the plurality of advertiser entries;

the server identifies one or more advertiser entries of the second subset of the plurality of advertiser entries based at least in part on the user advertiser category; and

the server presents the identified one or more advertiser entries of the second subset of the plurality of advertiser entries.

26. (Previously amended) A method for providing location-based yellow pages database, the method comprising:

storing a plurality of advertiser entries in a yellow page database, each advertiser entry of at least a first subset of the plurality of advertiser entries including an advertiser identifier field to store an advertiser identifier, an advertiser category identifier field to store one or more category identifiers, and an advertiser measured location information field to store advertiser measured location information;

storing advertiser measured location information in at least each advertiser entry of a second subset of the plurality of advertiser entries, the second subset of the plurality of advertiser entries being a subset of the first subset of the plurality of advertiser entries;

receiving user measured location information that is determined using information obtained from a telecommunication system without user intervention;

receiving a user advertiser category identifier;

selecting one or more advertiser entries of the plurality of advertiser entries based at least in part on the user advertiser category identifier;

organizing a listing of the selected one or more advertiser entries based at least in part on the user measured location information and the advertiser measured location information; and

presenting the selected one or more advertiser entries based at least in part on the user measured location information and the advertiser measured location information of the selected one or more advertiser entries.

27. (Original) The method of claim 26, wherein receiving user measured location information includes receiving user measured location information sent by a communication device selected from the group consisting of a computer, a fixed-location telephone, a wireless

telephone, a wireless communications device, a wireless communications network, and an advanced intelligent network service control point.

28. (Original) The method of claim 26, wherein receiving a user advertiser category identifier includes:

sending a user advertiser confirmation query;

receiving a user advertiser confirmation response.

29. (Original) The method of claim 28, wherein sending the user advertiser confirmation query includes sending one or more advertiser subcategories.

30. (Original) The method of claim 26, wherein receiving user measured location information includes sending a cookie based at least in part on the user measured location information to a user computer.

31. (Original) The method of claim 26, wherein presenting the selected one or more advertiser entries based at least in part on the user measured location information and the advertiser measured location information of the selected one or more advertiser entries includes:

determining distance data between the user measured location information and the advertiser measured location information of the selected one or more advertiser entries; and

organizing a listing of the selected one or more advertising entries based at least in part on the determined distance data.

32. (Original) The method of claim 31, wherein organizing a listing includes organizing from a smallest distance to a largest distance.

33. (Original) The method of claim 31, wherein organizing a listing includes organizing from a smallest time period to a largest time period.

34. (Original) The method of claim 31, wherein selecting one or more advertiser entries of the plurality of advertiser entries based at least in part on the user advertiser category identifier includes:

selecting one or more advertiser entries of the second subset of the plurality of advertiser entries based on at least in part on the user advertiser category identifier; and

selecting one or more advertising entries of a third subset of the plurality of advertiser entries based at least in part on the user advertiser category identifier, the selected one or more advertiser entries of the third subset of the plurality of advertiser entries lacking advertiser measured location information.

35. (Original) The method of claim 34, wherein presenting the selected one or more advertiser entries based at least in part on the user measured location information and the advertiser measured location information of the selected one or more advertiser entries includes:

organizing a listing of the selected one or more advertising entries of the second subset of the plurality of advertiser entries based at least in part on

the user measured location information, and

the advertiser measured location information of the selected one or more advertising entries of the second subset of the plurality of advertiser entries; and

organizing a listing of the selected one or more advertising entries of the third subset of the plurality of advertiser entries.

36. (Previously Amended) The method of claim 35, wherein organizing the listing of the selected one or more advertising entries of the third subset of the plurality of advertiser entries is based at least in part on a telephone exchange area and an area code.

37. (Original) The method of claim 36, wherein organizing the listing of the selected one or more advertising entries of the third subset of the plurality of advertiser entries is further based at least in part on at least one of a zip code area and a local access and transport area.

38. (Original) The method of claim 26, wherein the advertiser measured location information and the user measured information are based at least in part on longitude and latitude information.

39. (Original) The method of claim 26, wherein the advertiser measured location information and the user measured location information are based at least in part on two-dimensional location information.

40. (Original) A method of providing a location-based yellow pages service, the method comprising:

operating a yellow pages service, the yellow pages service including a yellow pages database, the yellow page database including a first set of advertiser entries and a second set of advertiser entries, the first set of advertiser entries including advertiser measured location information, the second set of advertiser entries lacking advertiser measured location information; and

charging the advertisers corresponding to the first set of advertiser entries a fee to include advertiser measured location information in the yellow page database.

41. (Original) The method of claim 40, the method further comprising:

receiving a request from a user to present advertiser information corresponding to an advertiser category; and

presenting a list of advertiser information from the first set of advertiser entries including advertiser measured location information prior to presenting a list of advertiser information from the second set of advertiser entries lacking advertiser measured location information.

42. (Original) A method of providing a location-based yellow pages service, the method comprising:

operating a yellow pages service, the yellow pages service including a first advertiser's information and a second advertiser's information, the first advertiser's information including measured location information, the second advertiser's information lacking measured location information; and

charging the first advertiser an additional fee based at least in part on including measured location information as part of the first advertiser's information.

43. (Original) The method of claim 42, the method further comprising presenting the first advertiser's information prior to the second advertiser's information based at least in part on the first advertiser's information including measured location information.

44. (Previously Amended) A system for providing location-based yellow page information, the system comprising:

means for storing a plurality of advertiser entries in a yellow page database, each advertiser entry of at least a first subset of the plurality of advertiser entries including an advertiser identifier field to store an advertiser identifier, an advertiser category identifier field to store one or more category identifiers, and an advertiser measured location information field to store advertiser measured location information;

means for storing advertiser measured location information in at least each advertiser entry of a second subset of the plurality of advertiser entries, the second subset of the plurality of advertiser entries being a subset of the first subset of the plurality of advertiser entries;

means for storing advertiser identifiers in at least each advertiser entry of a third subset of the plurality of advertiser entries, the advertiser identifiers in the third subset lacks advertiser measured location information;

means for receiving user measured location information that is determined using information obtained from a telecommunication system without user intervention;

means for receiving a user advertiser category identifier;

means for selecting one or more advertiser entries of the plurality of advertiser entries based at least in part on the user advertiser category identifier;

means for organizing a listing of the selected one or more advertiser entries based at least in part on the user measured location information and the advertiser measured location information; and

means for presenting the selected one or more advertiser entries based at least in part on the user measured location information and the advertiser measured location information of the selected one or more advertiser entries.

45. (Original) The system of claim 44, wherein the advertiser measure location information and the user measured location information are based at least in part on longitude and latitude information.

46. (Original) The system of claim 44, wherein the advertiser measured location information and the user measured location information are based at least in part on two-dimensional location information.

47. (Original) The system of claim 44, wherein the advertiser measured location information and the user measured location information are based at least in part on three-dimensional location information.

48. (Cancelled).

49. (Cancelled).

50. (Cancelled).

51. (Previously Amended) A computer-readable medium storing a plurality of instructions to be executed by a processor for providing location-based yellow page information, the plurality of instructions comprising instructions to:

store a plurality of advertiser entries in a yellow page database, each advertiser entry of at least a first subset of the plurality of advertiser entries including an advertiser identifier field to store an advertiser identifier, an advertiser category identifier field to store one or more category identifiers, and an advertiser measured location information field to store advertiser measured location information;

store advertiser measured location information in at least each advertiser entry of a second subset of the plurality of advertiser entries, the second subset of the plurality of the advertiser entries being a subset of the first subset of the plurality of advertiser entries;

store advertiser identifiers in at least each advertiser entry of a third subset of the plurality of advertiser entries, the advertiser identifiers in the third subset lacks advertiser measured location information;

receive user measured location information that is determined by information obtained from a telecommunications system without user intervention;

receiver a user advertiser category identifier;

select one or more advertiser entries of the plurality of advertiser entries based at least in part on the user advertiser category identifier;

organizing a listing of the selected one or more advertiser entries based at least in part on the user measured location information and the advertiser measured location information; and

present the selected one or more advertiser entries based at least in part on the user measured location information and the advertiser measured location information of the selected one or more advertiser entries.

52. (Original) The system of claim 51, wherein the advertiser measure location information and the user measured location information are based at least in part on longitude and latitude information.

53. (Original) The system of claim 51, wherein the advertiser measured location information and the user measured location information are based at least in part on two-dimensional location information.

54. (Previously Added) The system of claim 15, wherein the listing organized by the processor includes a first sub-listing of one or more advertiser entries with advertiser

measured location information and a second sub-listing of one or more advertiser entries without advertiser measured location information.

55. (Previously Added) The system of claim 15, wherein the user measured location information is based at least in part on one of latitude and longitude information, two-dimensional location information, three-dimensional location information, telephone exchange area, zip code, area code and a local access and transport area.

56. (Previously Added) The method of claim 26, wherein the listing organized includes a first sub-listing of one or more advertiser entries with advertiser measured location information and a second sub-listing of one or more advertiser entries without advertiser measured location information.

57. (Previously Added) The method of claim 26, wherein the user measured location information is based at least in part on one of latitude and longitude information, two-dimensional location information, three-dimensional location information, telephone exchange area, zip code, area code and a local access and transport area.

58. (Previously Added) The method of claim 34, wherein selecting one or more advertiser entries of the third subset of the plurality of advertiser entries based at least in part on at least one of a telephone exchange area, a zip code, a area code, and a local access and transport area.

59. (Previously Added) The method of claim 56, wherein the second sub-listing of one or more advertiser entries without advertiser measured location information are sorted by at least one of a telephone exchange area, a zip code, an area code and a local access and transport area.

60. (Previously Added) The method of claim 56, wherein the first sub-listing of one or more advertiser entries with advertiser measured location information is sorted by at least one of a distance and time period between the user and the one or more advertiser entries.

61. (Previously Added) The system of claim 44, wherein organizing the listings is based at least in part on at least one of longitude and latitude information, two-dimensional location information, three-dimensional location information, a telephone exchange area, a zip code, a area code, and a local access and transport.